

## Research Methodology Talk

Tuesday  
September 9  
3:00-4:00pm

Public Policy Building  
room 451

Free registration by  
completing  
[this form](#)

This talk is co-hosted  
by the Teaching English  
to Speakers of Other  
Languages (TESOL)  
graduate program; the  
Language, Literacy, and  
Culture (LLC) doctoral  
program; and the  
Center for Social  
Science Scholarship  
(CS3).

# Q Methodology: Mapping Shared Viewpoints



**Adrian Lundberg**  
Malmö University, Sweden

In this talk, I introduce Q methodology as a flexible approach for studying people's viewpoints. Q combines a structured data-collection technique (Q sorting), by-person factor analysis, and a conceptual framework to enable a systematic study of subjectivity. It fits complex and contested questions across disciplines and supports theory building, stakeholder mapping, and policy or design decisions. For doctoral projects, Q bridges qualitative and quantitative traditions, producing defensible, interpretable typologies of shared views with consensus and distinguishing statements. It works well alongside interviews for depth and follow-up surveys for prevalence, yielding actionable narratives grounded in participants' own reasoning.

**Dr. Adrian Lundberg** is assistant professor in the Department of School Development and Leadership at Malmö University, Sweden. His research focuses on stakeholders' subjective viewpoints from preschool settings to higher education.